



# MEDIA RELEASE

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## VISA AND TOURISM MALAYSIA EXPAND STRATEGIC PARTNERSHIP TO BOOST MALAYSIA'S TOURISM INDUSTRY

KUALA LUMPUR, 31 March 2022- Visa, the world's leader in digital payments, has entered a long-term partnership with Tourism Malaysia to support the Ministry of Tourism, Arts and Culture (MOTAC) in driving inbound travel and promote Malaysia as a preferred travel destination as Malaysia's borders reopen on April 1 following two years of COVID-19 restrictions.

Prior to the pandemic, Malaysia welcomed 26.1 million tourist arrivals with a total expenditure of RM 86.1 billion in 2019. The top three expenditures consisted of shopping, accommodation and food and beverages, making up RM 61 billion of the tourist receipts for the year 2019.

Visa will be introducing Visa Preferred Merchant Programme (VPM), which will enable Visa cardholders with access to exclusive offers for accommodation, air tickets, dining, shopping and medical wellness. The VPM programme will be available for both domestic and international travellers during identified tourist travel seasons through [malaysia.travel](https://malaysia.travel) and [visa.com.my](https://visa.com.my) websites.

Tourism Malaysia aims to encourage international tourists to travel to Malaysia and spend while enjoying the diverse shopping experiences throughout the country. Through this collaboration, Tourism Malaysia and Visa will launch a collaborative domestic travel campaign to promote domestic tourism, aligned under Tourism Malaysia's Strategic Plan 2022-2026.

YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts & Culture Malaysia said, "The tourism industry has been buzzing with excitement since the announcement of the borders reopening, signalling opportunities for economic recovery. We can begin promotional activities to promote Malaysia as a leading tourist destination. Our collaboration with Visa, leveraging its global network and reach, is the perfect opportunity to provide consumers and merchants with the best offers available to truly experience Malaysia while adhering to SOPs and public health and safety."

“Visa is excited to extend our partnership with Tourism Malaysia and launch a specially curated ‘Home Away from Home’ campaign. With the reopening of borders, we are looking forward to being a driving force in boosting tourism growth and promoting Malaysia as a tourist destination post-pandemic. This is great news for businesses and our loyal cardholders who are eager to travel both domestically and internationally. Visa plans on providing our cardholders with benefits and rewards through our Visa Preferred Merchant programme so they can enjoy seamless travel and payment experiences,” said Ng Kong Boon, Visa Country Manager for Malaysia.

Visa will also offer Tourism Malaysia access to its data analytics and insights to better understand travellers’ preferences when they enter Malaysia. According to the latest Visa Consumer Payment Attitudes Study<sup>1</sup>, consumers are anticipating the rebound of travel as Malaysia begins to transition into an endemic stage. Findings show that almost six in 10 Malaysians believe they are likely to travel domestically. Twenty per cent of Southeast Asian consumers also say they are most eager to spend on international travel to COVID-safe destinations, especially Singaporeans (40%).

**END**

### **About Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2019, Malaysia registered 26.1 million tourist arrivals and RM86.14 billion tourist receipts, placing it among the major tourism destinations of the world.

### **About Visa**

Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions, and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable, and secure payments network, enabling individuals, businesses, and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement. Learn more at [Visa.com](https://www.visa.com).

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<sup>1</sup> Visa Consumer Payment Attitudes Study was conducted in Malaysia during Aug/Sept 2021 on 1,000 Malaysians aged 18-65 years of age through an online questionnaire to assess their payment preferences and interest in using new payment technology.

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